



POWER UP AND DISCOVER: RE-ENERGIZING THE SCHOOL LUNCH EXPERIENCE

Purpose

Our mission was to build a brand for the Columbus City Schools (CCS) Food Services, and to help them create awareness, brand knowledge, and a positive brand attitude among CCS students. Our recommendations to accomplish this feat included tactics that engaged students in the cafeteria space through art, nutritional signage, and taste testings. We also introduced a partnership with COSI, who agreed to be a promotional partner and a knowledge provider for our tactics.

Impact

Consumer Insights:

- Hunger Hinders Performance - When the Staff participates more, Students participate more
- Spending time with friends is important at lunchtime - A cafeteria deserves respect

Key Recommendation: Provide students with nutritional information in the form of aesthetically- pleasing and easy-to-read menus, magnets, semi-annual newsletters, and 'Brainiac Snack' posters (with info provided by COSI).

Key Recommendation: Maintain a consistent brand image in the physical cafeteria space through a student art contest, employee name tags, visual resources, and by renaming the cafeteria, 'Discover Café.'

OHIO STATE COLLEGES/UNITS INVOLVED

FISHER COLLEGE OF BUSINESS
DEPARTMENT OF MARKETING AND LOGISTICS
BUSML 4204: MARKETING PROJECTS

COMMUNITY PARTNERS INVOLVED

COLUMBUS CITY SCHOOLS
FOOD SERVICES
COSI



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